

CONTRACT



KSDK
1000 Market Street
St. Louis, MO 63101
(314)421-5055

www.ksdk.com

And:

National Media Research Planning/ POL
815 Slaters Lane
Alexandria, VA 22314

Contract / Revision		Alt Order #
706500 /		06204155
Product		
NRCC IE 2012		
Contract Dates	Estimate #	
10/12/12 - 10/18/12	2603	
Advertiser		Original Date / Revision
National Republican Cong. Committee		09/13/12 / 09/13/12
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
KSDK	Kristin Waskie	Telerep Philadel
Special Handling		
Demographic		
Adults 35+		
IDB#	Advertiser Code	Product Code
	155	426
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
												Week	
1	KSDK	10/12/12	10/12/12	LN (M-F)	10-1035p		:30				NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	-----F--					1	\$2,700.00	0.00			
2	KSDK	10/12/12	10/12/12	News Channel 5 at 5P	5-530P		:30				NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	-----F--					1	\$2,250.00	0.00			
3	KSDK	10/12/12	10/12/12	5-6a	5-6A		:30				NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	-----F--					2	\$575.00	0.00			
4	KSDK	10/12/12	10/12/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	-----F--					1	\$2,475.00	0.00			
5	KSDK	10/12/12	10/12/12	6-7a	6-7A		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	-----F--					1	\$1,125.00	0.00			
6	KSDK	10/12/12	10/12/12	630-7P Wheel of Fortune	630-7P		:30				NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	-----F--					1	\$2,250.00	0.00			
7	KSDK	10/15/12	10/15/12	LN (M-F)	10-1035p		:30				NM	1	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/15/12	10/21/12	M-----					1	\$3,375.00	0.00			
8	KSDK	10/15/12	10/15/12	5-6a	5-6A		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/15/12	10/21/12	M-----					1	\$675.00	0.00			
9	KSDK	10/15/12	10/15/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$3,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/15/12	10/21/12	M-----					1	\$3,025.00	0.00			
10	KSDK	10/15/12	10/15/12	6-7a	6-7A		:30				NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/15/12	10/21/12	M-----					1	\$1,350.00	0.00			
11	KSDK	10/15/12	10/15/12	630-7P Wheel of Fortune	630-7P		:30				NM	1	\$3,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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TERMS: Due 15th day of the Month following Broadcast.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
706500 /	06204155
<u>Product</u>	<u>Estimate #</u>
NRCC IE 2012	2603

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week			Rate	Rating				
		Week: 10/15/12	10/21/12	M-----	1			\$3,000.00	0.00				
12	KSDK	10/13/12	10/13/12	News Channel 5 at 6P Sat	6-630P		:30				NM	1	\$1,125.00
		Start Date	End Date	Weekdays	Spots/Week			Rate	Rating				
		Week: 10/08/12	10/14/12	-----S-	1			\$1,125.00	0.00				
13	KSDK	10/13/12	10/13/12	Sat 6-7A	6-7A		:30				NM	1	\$500.00
		Start Date	End Date	Weekdays	Spots/Week			Rate	Rating				
		Week: 10/08/12	10/14/12	-----S-	1			\$500.00	0.00				
14	KSDK	10/13/12	10/13/12	NBC Today Show (Sa)	7-9A		:30				NM	2	\$1,800.00
		Start Date	End Date	Weekdays	Spots/Week			Rate	Rating				
		Week: 10/08/12	10/14/12	-----S-	2			\$900.00	0.00				
15	KSDK	10/13/12	10/13/12	Sat 9-10a	9-10A		:30				NM	1	\$900.00
		Start Date	End Date	Weekdays	Spots/Week			Rate	Rating				
		Week: 10/08/12	10/14/12	-----S-	1			\$900.00	0.00				
16	KSDK	10/14/12	10/14/12	News Channel 5 at 5P Sun	5-530P		:30				NM	1	\$1,125.00
		Start Date	End Date	Weekdays	Spots/Week			Rate	Rating				
		Week: 10/08/12	10/14/12	-----S	1			\$1,125.00	0.00				
17	KSDK	10/14/12	10/14/12	Sun 6-7A	6-7A		:30				NM	2	\$900.00
		Start Date	End Date	Weekdays	Spots/Week			Rate	Rating				
		Week: 10/08/12	10/14/12	-----S	2			\$450.00	0.00				
18	KSDK	10/14/12	10/14/12	NBC Today Show (Su)	7-8A		:30				NM	1	\$900.00
		Start Date	End Date	Weekdays	Spots/Week			Rate	Rating				
		Week: 10/08/12	10/14/12	-----S	1			\$900.00	0.00				
N 19	KSDK	10/14/12	10/14/12	NFL Regular Season Football Various			:30				NM	1	\$7,875.00
		Start Date	End Date	Weekdays	Spots/Week			Rate	Rating				
		Week: 10/08/12	10/14/12	-----S	1			\$7,875.00	0.00				
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type			
	1	KSDK	10/08/12-10/14/12	NFL Regular Season Football Various		-----Su	:30	\$7,875.00	0.00	NM			
				See MG 19.2									
	2	KSDK	10/15/12-10/15/12	The Voice	7-9p	M-----	:30	\$7,875.00	0.00	NM			
	(M)	MG for 19.1	10/14										
20	KSDK	10/14/12	10/14/12	Sun 9-10a	9-10A		:30				NM	1	\$900.00
		Start Date	End Date	Weekdays	Spots/Week			Rate	Rating				
		Week: 10/08/12	10/14/12	-----S	1			\$900.00	0.00				
21	KSDK	10/18/12	10/18/12	LN (M-F)	10-1035p		:30				NM	1	\$3,375.00
		Start Date	End Date	Weekdays	Spots/Week			Rate	Rating				
		Week: 10/15/12	10/21/12	---T---	1			\$3,375.00	0.00				
22	KSDK	10/18/12	10/18/12	News Channel 5 at 5P	5-530P		:30				NM	1	\$2,800.00
		Start Date	End Date	Weekdays	Spots/Week			Rate	Rating				
		Week: 10/15/12	10/21/12	---T---	1			\$2,800.00	0.00				
23	KSDK	10/18/12	10/18/12	5-6a	5-6A		:30				NM	1	\$675.00
		Start Date	End Date	Weekdays	Spots/Week			Rate	Rating				
		Week: 10/15/12	10/21/12	---T---	1			\$675.00	0.00				
24	KSDK	10/18/12	10/18/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$3,025.00
		Start Date	End Date	Weekdays	Spots/Week			Rate	Rating				
		Week: 10/15/12	10/21/12	---T---	1			\$3,025.00	0.00				
25	KSDK	10/18/12	10/18/12	6-7a	6-7A		:30				NM	1	\$1,350.00
		Start Date	End Date	Weekdays	Spots/Week			Rate	Rating				
		Week: 10/15/12	10/21/12	---T---	1			\$1,350.00	0.00				

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706500 /	06204155	
Contract Dates	Product	Estimate #
10/12/12 - 10/18/12	NRCC IE 2012	2603
Advertiser		Original Date / Revision
National Republican Con		09/13/12 / 09/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Spots/ Type			Amount
									Start Date	End Date	Weekdays	
26	KSDK	10/16/12	10/16/12	Tonight Show	1035-1137p		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>	<u>Rating</u>		
Week:		10/15/12	10/21/12	-T-----				1	\$1,010.00	0.00		
27	KSDK	10/16/12	10/16/12	5-6a	5-6A		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>	<u>Rating</u>		
Week:		10/15/12	10/21/12	-T-----				1	\$675.00	0.00		
28	KSDK	10/16/12	10/16/12	News Channel 5 at 6P	6-630P		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>	<u>Rating</u>		
Week:		10/15/12	10/21/12	-T-----				1	\$3,025.00	0.00		
29	KSDK	10/16/12	10/16/12	6-7a	6-7A		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>	<u>Rating</u>		
Week:		10/15/12	10/21/12	-T-----				1	\$1,350.00	0.00		
30	KSDK	10/16/12	10/16/12	630-7P Wheel of Fortune	630-7P		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>	<u>Rating</u>		
Week:		10/15/12	10/21/12	-T-----				1	\$3,000.00	0.00		
31	KSDK	10/17/12	10/17/12	LN (M-F)	10-1035p		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>	<u>Rating</u>		
Week:		10/15/12	10/21/12	--W----				1	\$3,375.00	0.00		
32	KSDK	10/17/12	10/17/12	5-6a	5-6A		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>	<u>Rating</u>		
Week:		10/15/12	10/21/12	--W----				1	\$675.00	0.00		
33	KSDK	10/17/12	10/17/12	News Channel 5 at 6P	6-630P		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>	<u>Rating</u>		
Week:		10/15/12	10/21/12	--W----				1	\$3,025.00	0.00		
34	KSDK	10/17/12	10/17/12	6-7a	6-7A		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>	<u>Rating</u>		
Week:		10/15/12	10/21/12	--W----				1	\$1,350.00	0.00		
35	KSDK	10/17/12	10/17/12	630-7P Wheel of Fortune	630-7P		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>	<u>Rating</u>		
Week:		10/15/12	10/21/12	--W----				1	\$3,000.00	0.00		
								Totals	0.00	38	\$71,110.00	

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/18/12	38	\$71,110.00	\$60,443.50
Totals	38	\$71,110.00	\$60,443.50

Signature: _____ **Date:** _____

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